

Macy's

R. H. Macy & Co's. Attractions Are Their Low Price.
Herald Square, Broadway, 34th to 35th St.

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Our watchword stands at the head of every Macy Advertisement. That watchword means that our regular goods at regular prices cost you less than equal quantities anywhere else in New York. It means also that when Macy's has a Sale that the Sale must differ from "Sales" at other stores, in that the values given must be uniformly better. A sale, to be worthy of Macy's, must offer only "Typical Macy Values."

For a sale like this, we must have the co-operation of manufacturers. They let us have some goods at cost, but they cannot let us have goods at cost in unlimited quantities.

The goods they have sold us at special prices, plus goods taken from our own stock and reduced, are together sufficient to last, in all probability, for one whole day. We cannot promise that there will be any left after that.

All Goods Advertised Here, On Sale Thursday at 8.30 A. M.

Women's Trimmings Hats

Most of them in highly tailored styles. Some are samples of a high-class millinery manufacturer. Others have been taken from our stock. The variety is large enough to suit any individual taste.
\$4.00 to \$5.00 Hats
For This Sale **\$1.98**
Main Floor, 34th St.

Women's Coats, \$14.74

Were up to \$27.74
Eighty-nine Broken-cho Coats. Taken from our regular stock, made of serges, taffetas and imported and domestic fancy mixtures. An unusually large number of styles and colors for general wear in this collection, including Top Coats from England and in loose mannish models.
Second Floor, Broadway.

Women's Suits

Copy of a **Bernard Model**, in black and white check. Russian blouse effect, with draped collar of black velvet trimmed with white pearl buttons. Three-quarter or long sleeves. Black velvet belt. Two-piece skirt, trimmed with self-covered buttons. Regular and small women's sizes.
Elsewhere \$29.50.
For This Sale **\$22.74**

Russian Blouse Model, of dark blue Men's Wear Suits.

Semi-fitting coat trimmed with black satin cord. Three-quarter sleeves. Circular collar of white wool sponge. Peau de Cygne lining. Two-piece skirt with high girde effect. Regular and small women's sizes.
Regularly \$33.74.
For This Sale **\$28.74**
Second Floor, Broadway.

Veils

Silk Shetland Veil; 18 inches wide and 1 1/2 yards long. Six of the choicest designs. In black or white.
Regularly up to \$1.29
For This Sale **59c**

"Lady Washington" Chiffon Cloth Veils; 35 inches wide and 1 3/4 yards long;

suitable for steamer, motor, motor, seashore or mountain wear.
Elsewhere \$1.50
For This Sale **98c**
Same veil, 2 1/2 yards long
Elsewhere \$2.00
For This Sale **\$1.49**
Main Floor, Broadway.

Silk Petticoats

Messaline Skirts. Deep accordion pleated flounce. Finished with two narrow pleated ruffles. In two tone effects; also black, white and staple colors.
Elsewhere \$4.00
For This Sale **\$2.59**
Second Floor, 34th St.

Muslin Underwear

Night Dresses; of trimmed sheer nainsook with low neck; with Valenciennes lace insertion, beading ribbon and lace edge. Elsewhere \$1.00
For This Sale **79c**
Cambic Dresses. Open or closed.
Elsewhere 50c.
For This Sale **39c**
Second Floor, 34th St.

Women's Vests

Superior Quality Swiss Ribbed Lisle Tricot Vests, low neck and sleeveless, trimmed with silk ribbon.
Our regular price 24c.
For This Sale **19c**
Marchioness Knit Silk Vests in pink, sky and white, hand-somely embroidered in large and small designs and finished with French band top. Elsewhere \$2.50.
Our regular price \$2.39
For This Sale **\$1.98**
Second Floor, Center.

Corsets

Made of **Belle's or Cecil**, heavily boned with non-rustable steels and spirable side steels and lace trimmed. Extreme long hips. Hook below bottom clasp; two pairs of strong elastic supporters. Sizes 18 to 34 inches.
Elsewhere for \$1.00.
For This Sale **79c**
Second Floor, 34th St.

Women's Hosiery

Sheer Gossam Lisle Stockings, with double soles, heels and toes, and extra high spliced heels. Have deep welt top to insure garter wear.
Sold elsewhere at 50c.
For This Sale **33c**
Gossam Silk Lisle Stockings, with seamless foot, double heels and toes.
Sold elsewhere at 25c.
For This Sale **17c**
Main Floor, Center.

House Dresses

Made of **Figured Percale**. Tucked Waist, Peter Pan collar. Pocket and turn-back cuffs of plain colored Percale.
Elsewhere \$1.35
For This Sale **99c**
Second Floor, 34th St.

Negligees

Long Kimono of Crepe figured, in Wistaria pattern, made in Empire style. Trimmed with wide satin border in harmonizing color.
Elsewhere, \$1.75
For This Sale **\$1.39**
Second Floor, Center.

Women's Shoes

Genuine Buckskin Boots, cut round toe last, high Cuban heels and ivory buttons.
Made to sell at \$6.00.
For This Sale **\$3.89**
"No-Back" Shoes, the new washable substitute for buckskin. Cut on well arched lasts, made with high Cuban heels and white buttons.
Our regular price \$4.96.
For This Sale **\$3.24**
Second Floor, 35th St., Rear.

Children's Clothing

Children's **Play or School Hats** of Milan braid, trimmed with self-colored or contrasting shades of velvet ribbon and ostrich. Colors—tans, browns and blues.
Regularly \$1.59
For This Sale **99c**
Children's **Play or School Coats**, of seasonable materials, including linens, cotton pongees and wools or rays. Many desirable patterns and a wide choice of trimmings. Sizes six months to four years.
Regularly \$3.96
For This Sale **\$1.89**
Second Floor, 34th St., Rear.

Men's Raincoats

English Canton Coats, in olive shades, plaid-lined. All the seams are thoroughly cemented and strapped. Button through style. Oval buttons, English collar and patch-pockets with flaps.
The sizes range from 34 to 44.
Our regular price \$19.75
For this sale **\$10.75**

Men's Caps

Men's and Youth's Caps in the Golf and Knocback shapes. Of plain blue, blue gray, tan, brown and grays. Light in weight, but fine in quality. All seams are taped and every cap is finished with leather sweatband.
Our regular price, 98c
For this sale **49c**
Fifth Floor, Broadway.

Men's Pajamas

Pajamas, made of highly mercerized soft fabric. Cut according to Macy specifications. Trimmed with silk frogs and finished with pearl buttons.
In plain colors, blue, helio, gray and champagne, all sizes.
Price elsewhere, \$1.75
Our price for this sale **\$1.14**
Main Floor, 34th St., Rear.

Men's Solesette Shirts

Cut coat negligee style. They have soft French cuffs, finished with the finest half-ball ocean pearl buttons. We have these shirts with laundered neckbands, also with turn-down attached collars and separate collars. Sizes 14 to 18. Colors are plain white, light tan, helio and light gray.
Our regular price \$1.49.
For this sale **\$1.14**
Main Floor, 34th St., Rear.

Men's Hosiery

Pure Thread Silk Hosiery, with lisle heels and toes, in black, tan, gray, cadet, navy, wine, purple or lavender.
Sold elsewhere at 35c.
For this sale **24c**
Main Floor, Center.

Boys' Suits and Blouses

Norfolk Models
Made of all wool cheviot and cambray, in the new blue gray, tans and browns. An extra pair of knickerbocker trousers accompany each suit. Double breasted models in sizes from 10 to 18 years. Norfolk models in sizes from 6 to 14 years. Elsewhere \$6.00 and \$7.00.
Our regular price \$4.96 and \$5.49
For this sale **\$4.49**
Negligee Blouses, the new Spring model, with turnover collar, fastened with link and buttons. Made of high quality madras in a large variety of colors. Sizes 6 to 16 years.
Our regular price 69c
For this sale **48c**
Second Floor, 35th St., Rear.

Macy's Sporting Goods

Special Fishing Tackle. Outfit, comprising three-part bamboo bait rods, with extra tip. Good nickel-plated multiplying reel, one silk line, three packages of assorted snelled hooks, float, box of split shot and small sinkers, rubber frog, spoon and flies.
Elsewhere \$3.00.
Our price for this sale **\$1.98**
Boys' Baseball Suits, consisting of Shirt, Padded Pants, Cap and Belt. All are made of good quality baseball flannel. Gray with navy blue trimmings. Waist measures are from 24 to 32 inches.
Price elsewhere \$1.50.
Our price for this sale **98c**
Ladder Lawn Swings, made of selected, well-seasoned hardwood. The frame is strong and well braced. Painted bright red. Seats and foot boards varnished. Height, 7 feet.
Swings to seat two adults; elsewhere \$5.50.
Our price for this sale **\$4.49**
Swings to seat four adults; elsewhere \$7.00.
Our price for this sale **\$5.94**
Eight-Ball Croquet Set, with eight large 7-inch mallets of seasoned maple, made with professional handles. Heavy wickets with sockets and large heavy stakes. Packed in strong box.
Elsewhere \$3.00.
Our price for this sale **\$2.49**
Fifth Floor, Center.

Cigars

"Valle Rico" Commodore, Porto Rican cigars of rich fragrance.
Sold elsewhere, box of 30, \$2.50
For this Sale **\$1.49**
Smoking Stands
of Brass; with heavy base and rod fitted to glass-lined ash-receiver that has a safety-match-box holder. Extreme height 28 inches.
Regular price \$1.98
For this Sale **\$1.49**
Fifth Floor, 35th St.

Macy's Optical Department

12k. Gold Filled Eyeless Chains, with hair pin, ear loop or hook
Our regular price 49c
For this sale **34c**
Eyes tested in our modern Examination Rooms, by registered Optometrists without charge or obligation.
Lenses ground in our own Optical Shop on the premises at prices about 1-5 less than elsewhere.
Main Floor, 34th St., Rear.

House and Dress Linens

Irish All Linen Duck Table Cloth, full-bleached, size 62x62. The price of this cloth makes it especially desirable for Summer cottage, bungalow or hotel. Its reasonableness, however, is no measure of its durability.
Price elsewhere \$1.50.
Our price for this sale **\$1.19**
French Imported White from selected yarn.
Customs Linen. Shrunken finish. Pure flax. Woven Forty-six inches wide.
Elsewhere 50c yd.
Our price for this sale **39c**
Main Floor, 35th St., Rear.

Robes and Crimmings

Embroidered Bathing Robes. Shaped skirt formed of white. All-over embroidery. 17 inch embroidered flounce and band to match. All-over embroidery and band trimming for waist.
Imported to sell at \$10.00.
For this sale **\$6.87**
Silk Trimming Braid, 3/4 to 1 1/2 inches wide. Black or white. Black and white effects. Also colored combinations.
Made to sell at 25c to 50c.
For this sale **15c**
Main Floor.

Pique

Corduroy Pique, one yard wide. A very smart-looking, durable fabric, the vogue this season.
Elsewhere 30c yard.
For this Sale **19c yard**
Main Floor, 35th St., Rear.

Gold Filled Bracelets

Made with strong joints and catches, and are hand-engraved or heavily chased, in graceful designs, and in appearance cannot be distinguished from those made of solid gold.
Our regular price, \$2.49.
For This Sale **\$1.59**
Main Floor, Broadway.

Dotted Swiss

White Dotted Swiss, 27 inches wide. A very desirable material, in patterns which include the pin dot waist and dresses.
and three larger sizes. Suitable for Summer
Made to sell at 25c a yard.
For this Sale **12c a yard**
Main Floor, Rear.

Laces and Embroideries

Draw Flouncings, of white Valenciennes lace. 22 to 27 inches wide.
Imported to sell at \$1.00 a yard.
For This Sale **69c**
Lace Edgings, Insertions and Appliques. Short lengths of Linen Cluny, Embroidered Net, Venice and Novelty Laces.
Our former price 10c to \$3.96 a yard.
For This Sale **5c to 98c**
Belle's and Veil Flouncings. 42 inches. All white and white embroidered, in colors.
Our former price 69c to 98c a yard.
For This Sale **49c**
Embroidered Marcellite Appliques. 17 inches wide. Plain white or cream and white embroidered in rose or blue.
Made to sell at \$1.00 a yard.
For This Sale **39c**
Main & Second Floors.

Stationery

Memogram Discs to Order, 2- and 3-letter combinations, in varying designs.
Our regular price 99c.
For this sale **69c**
Writing Cards, 100 cards from the customer's own plate.
Our regular price 78c.
For this sale **59c**
Brass Desk Set, consisting of six pieces: a flexible back desk pad, 12x19 inches, with brass corners, ink stand, paper cutter, pen tray, hand-blotter and desk clock.
Sold elsewhere at \$2.75.
For this sale **\$2.49**
Fountain Pens, imported, self-filling, with black hard rubber handle and solid gold pen point.
Sold regularly at 98c.
For this sale **49c**
Main Floor, Rear.

Cook Books

Miss Parlin's New "Cook and Marketing Guide."
Sold elsewhere at \$1.08.
For this sale **89c**
Mrs. Row's "New Cook Book." A complete manual of house-keeping.
Sold elsewhere at \$2.00.
For this sale **\$1.69**
Main Floor, Rear.

Imported Candies

In addition to the candy manufactured in our own laboratory, we also carry other brands well known for their purity.
Upon our counters the best from foreign lands may always be found.
Genuine Rademaker "Hopjes" Candy, made in Holland. Crisp brown cubes with either a strong coffee or a strong tea flavor.
Our regular price is 99c lb.
For this sale, pound **69c**
French Assorted Gilded Fruits, packed in wood boxes containing about five pounds.
Our regular price, \$1.79.
For this sale **\$1.34**
Broadway, Center.

Furniture

Brass Bungalow Bed finished with guaranteed lacquer. Size of bed, 3 feet. Height of head, 38 inches. Height of foot, 33 inches. Posts, two inches in diameter. Top tubing 3/4 inch; filling, 3/4 inch; filler rods around tubing.
Our regular price \$9.74.
For this Sale **\$6.94**

Solid Oak Dining Side Chairs; with French legs, strongly braced. High panel back, cane seats.
Regular price, \$1.49
For this Sale **\$1.24**
Arm Chairs to match.
Regular price, \$2.24
For this Sale **\$1.96**
Leather seated Side Chairs.
Regular price, \$2.24
For this Sale **\$1.67**
Arm Chairs to match.
Regular price, \$2.74
For this Sale **\$2.67**
Fourth Floor, Broadway.

Draperies

"Nottingham" Curtains; superior quality. In eight patterns, aggregating 325 pairs.
Our regular prices \$1.89 and \$1.98
For this Sale, pair **98c**
Kashgar Couch Covers; there are just 30 of this popular pattern. They are in the 60-inch width.
Our regular price \$1.98.
For this Sale **\$1.59**
Third Floor, 35th St., Rear.

Pictures

Harrison Fisher's "The Proposal," "The Trousome," "The Wedding," "The Honeymoon," "The First Evening at Their Own Home," "Their New Love." Enclosed in an ivory colored frame, tinted with green. Size 17x21 inches.
Our regular price \$1.49.
For this sale **99c Each**
Hand colored Royal Gravures of "Say Yes," "Courtship," "The Dust," "Language of the Flowers," and other sentimental subjects.
The frames are two inches wide, richly gilded and tastily ornamented.
Our regular price, \$6.49.
For this sale **\$3.24**
Third Floor, 34th St.

Household Utilities

"Auto" Vacuum Cleaner, made of malleable iron and steel, instead of tin and wood as are other machines of this kind. Will last a lifetime. Possesses exclusive mechanical devices, making it the easiest hand-operated vacuum cleaner to be obtained.
Regular price, \$24.89
For this sale **\$17.89**
Mignon Wood Tabletop. Eighteen inches high. Ten-inch square top.
Elsewhere, 80c
Our price for this sale **49c**
Bamboo Tables, top and underside covered with fine Japanese matting. Twenty-nine inches high. Eighteen-inch top.
Our regular price, \$1.24
For this sale **79c**
In the Basement, 35th St.

Blankets

Camping Blankets, a limited quantity in the regulation army color. Strictly all-wool filling. Suitable for boats, hotels and institutions. Size 61x81 inches.
Our regular price \$2.69.
For this sale **\$1.89**
White Wool Nap Blankets, very slight imperfections in the finish which do not hurt the wearing qualities.
Our regular price, \$1.74.
For this sale, pair **\$1.17**
Basement, 34th St., Rear.

Handkerchiefs

Women's Pure Irish Linen Handkerchiefs; our own importation. Of a superior sheer quality.
Our regular price for six 72c.
For this Sale **49c**
Men's Pure Irish Linen Handkerchiefs; extra large size.
Our regular prices 15c and 19c
For this Sale **12c**
Main Floor, Center.

Parasols

Tallies "Damo" Parasols; mounted on twelve-rib gilt frames; long handles. All the season's leading shades. Elsewhere \$2.00.
Our regular price, \$1.79
For this Sale **\$1.69**
Silk Tulle Parasols; black-and-white effects; fancy borders including navy, green, cardinal, king's blue, purple and also some imported Silk-lined Pongee Parasols.
Elsewhere \$2.95 to \$3.75
For this Sale **\$2.79**
Main Floor, Broadway.

Imported Ca Vallieres

The platinum finish pendant is set with rhinestone or fancy colored stone centres, such as amethyst or emerald and also mother-of-pearl, attached to neck chain of sterling silver.
Our regular price, \$2.49 to \$4.89
For This Sale **\$1.59 and \$2.49**
Main Floor, Broadway.

Groceries

Quaker Oats, or Quaker Toasted Corn Flakes, a fresh shipment just received from the mill. The large size carton. Sold everywhere at 10c.
For this sale **7c**
Chicken or Tomato Soup, the finest quality. Packed specially for us in so-called quart cans.
Elsewhere 25c can.
Our price for this sale **15c**
Fifth Floor, 35th St.

Pure Drugs, &c.

Aspirin Tablets (Macy), made from genuine aspirin powder. 5 grains, 100 in bottle.
Our regular price, 54c.
For this sale **39c**
Hydrocortisone (Macy), H.P. 3% U. S. P. quality.
Our regular price, 15c.
For this sale **9c**
Imperial Spanish Castile Soap, our own direct importation. Absolutely pure and neutral (no excess alkali). In bars of about four pounds.
Our regular price 99c bar.
For this sale **69c**
Delander Hot Water Bottles (Macy), a high grade white rubber of heavy texture; No. 2 size. Similar quality sold elsewhere at \$1.25.
Our regular price, 99c.
For this sale **69c**
Combination Oiler—a first quality French Bone Hand Tooth Brush, sold regularly for 19c, and a box of Dantilicia Tooth Powder (Macy) (equal to the quality and quantity sold elsewhere at 15c) for which our regular price is 10c.
Our regular price for the combination would be 29c.
For this sale, bottle for **15c**
Main Floor, Center.